

AMENDMENTS TO THE CLAIMS

The listing of claims below replaces all prior versions, and listings, of claims:

01 1 1. (Cancelled)

1 2. (Cancelled)

1 3. (Previously Presented) A method of communications in a geographic  
2 region having a plurality of fixed presentation devices that are located at respective fixed  
3 positions, comprising:  
4 determining a location of a user;  
5 sending information to present to the user on one of the fixed presentation  
6 devices in the proximity of the user based on the determined location; and  
7 determining from a user profile advertising information of interest to the  
8 user,  
9 wherein sending the information comprises sending the advertising  
10 information of interest to the user based on the user profile.

1 4. (Cancelled)

1 5. (Previously Presented) The method of claim 3, further comprising  
2 updating the user profile based on actions of the user, wherein determining the  
3 advertising information of interest to the user is based on the updated user profile.

1 6. (Currently Amended) The method of claim 5, wherein updating the user  
2 profile comprises updating based on retail purchasing actions of the user, wherein  
3 determining the advertising information of interest to the user is based on the user profile  
4 updated based on retail purchasing actions of the user.

1           7.       (Previously Presented) The method of claim 3, wherein determining the  
2       location of the user comprises using information from a local tracking system within the  
3       geographic region.

1           8.       (Previously Presented) The method of claim 3, wherein determining the  
2       location of the user comprises determining the location within a facility.

1           9.       (Previously Presented) The method of claim 3, wherein determining the  
2       location is based on a location of a tracking device.

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1           10.      (Original) The method of claim 9, wherein determining the location is  
2       based on communication of signals between the tracking device and a network of  
3       antennas.

1           11.      (Original) The method of claim 9, wherein sending the information  
2       comprises sending information to present on a presentation device separate from the  
3       tracking device.

1           12.      (Cancelled)

1           13.      (Previously Presented) The method of claim 3, further comprising:  
2                   determining a location of at least another user; and  
3                   determining one or more common interests of the users,  
4                   wherein sending the information comprises sending information based on  
5       the one or more common interests.

1           14.      (Previously Presented) The method of claim 3, further comprising  
2       receiving data collected from one or more input devices of activities of the user.

1           15.      (Original) The method of claim 14, wherein receiving the data comprises  
2       receiving data collected from one or more input devices in the proximity of the user.

1           16.    (Original) The method of claim 14, wherein receiving the data comprises  
2 receiving data collected using one or more video cameras.

1           17.    (Previously Presented) The method of claim 16, further comprising storing  
2 the received data collected by the one or more video cameras in a video album that is  
3 accessible by the user.

1           18.    (Previously Presented) A system for controlling communications in a  
2 geographic region having a plurality of fixed presentation devices that are located at  
3 respective fixed positions, comprising:  
4                   a controller adapted to retrieve information relating to a location of a user  
5 and to communicate information to present on one of the fixed presentation devices in the  
6 proximity of the user as determined by the location information.

1           19.    (Original) The system of claim 18, wherein the controller is adapted to  
2 retrieve a user profile associated with the user, the communicated information based on  
3 the user profile.

1           20.    (Previously Presented) The system of claim 19, wherein the information to  
2 present on the one of the fixed presentation devices comprises advertising information  
3 targeted to an interest of the user based on the user profile.

1           21.    (Previously Presented) The system of claim 18, wherein the information to  
2 present on the one of the fixed presentation devices comprises one of video data and  
3 image data.

1           22.    (Original) The system of claim 18, wherein the controller is adapted to  
2 retrieve the location information from a location tracking system having a plurality of  
3 antennas covering different areas.

1           23.    (Original) The system of claim 22, wherein the location information is  
2   based on communication between one or more of the antennas and a tracking device  
3   carried by the user.

1           24.    (Cancelled)

1           25.    (Original) The system of claim 18, wherein the controller is adapted to  
2   retrieve location information of a plurality of users.

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1           26.    (Original) The system of claim 25, wherein the controller is adapted to  
2   communicate information based on one or more common interests of the plurality of  
3   users.

1           27.    (Original) The system of claim 18, wherein the location information  
2   identifies the location of the user in a facility selected from the group consisting of an  
3   entertainment facility, a retail facility, a business facility, an educational facility, and a  
4   governmental facility.

1           28.    (Original) The system of claim 18, further comprising an interface adapted  
2   to communicate over a network with a sub-system comprising the device.

1           29.    (Previously Presented) An article comprising at least one storage medium  
2   containing instructions that when executed cause a system to:  
3                    identify a location of a user within a predetermined geographic region; and  
4                    send information to one of plural fixed presentation devices located at  
5   respective fixed locations in the geographic region, the one fixed presentation device  
6   selected based on the location of the user.

1           30.    (Previously Presented) The article of claim 29, wherein the instructions  
2   when executed cause the system to send the information containing advertising  
3   information of interest to the user based on a user profile of the user.

1           31.     (Original) The article of claim 29, wherein the instructions when executed  
2     cause the system to send the information based on an interest of the user.

1           32.     (Original) The article of claim 31, wherein the instructions when executed  
2     cause the system to further retrieve a user profile to determine the interest of the user.

1           33.     (Original) The article of claim 32, wherein the instructions when executed  
2     cause the system to update the user profile based on activities of the user.

1           34.     (Original) The article of claim 33, wherein the instructions when executed  
2     cause the system to update the user profile based on retail activities of the user.

1           35.     (Original) The article of claim 29, wherein the instructions when executed  
2     cause the system to further collect information identifying retail activities of the user.

1           36.     (Original) The article of claim 35, wherein the retail activities comprise  
2     visits to retail outlets and purchases of goods or services.

1           37.     (Original) The article of claim 35, wherein the instructions when executed  
2     cause the system to further communicate the collected information to a retail entity.

1           38.     (Cancelled)

1           39.     (Currently Amended) A data signal embodied in a carrier wave and  
2     containing instructions that when executed cause a system to:  
3                     track a location of a user as the user changes location;  
4                     receive video data collected from plural cameras in the proximity of the  
5     user based on tracking the location of the user, the received video data including video  
6     images of the user as the user roams about locations in a facility, including locations  
7     away from an entrance and exit of the facility; and

8                   store the video ~~data~~ images of the user roaming about locations in the  
9                   facility, including locations away from the entrance and exit of the facility, in a video  
10                  album

1                  40.     (Cancelled)

1                  41.     (Cancelled)

1                  42.     (Currently Amended) A system comprising:

2                   a controller adapted to identify a location of a person and to receive video  
3                   images of at least one of the person and an environment in the proximity of the person,

4                   the controller adapted to communicate the received video images to a  
5                   remote node; and

6                   a sub-system to track the location of the person, the controller adapted to  
7                   receive video images from different ones of a plurality of video cameras based on  
8                   tracking the person;

9                   the controller adapted to receive an indication that a user has registered to  
10                  have a video album created,

11                  the controller adapted to create ~~[[a]]~~ the video album from containing the  
12                  received video images in response to the indication that the user has registered to have  
13                  the video album created.

1                  43.     (Previously Presented) The method of claim 6, wherein updating the user  
2                  profile based on retail purchasing actions of the user comprises updating the user profile  
3                  based on retail purchasing actions of the user in a facility, and

4                   wherein sending the advertising information based on the user profile  
5                   comprises sending the advertising information to present to the user on one of the fixed  
6                   presentation devices in the facility.

1                  44.     (Previously Presented) The system of claim 20, wherein the controller is  
2                  adapted to update the user profile based on activities of the user in a facility, and

3                    wherein the controller is adapted to present the advertising information on  
4 one of the fixed presentation devices in the facility based on the updated user profile.

1            45.    (Currently Amended) The system of claim 20, wherein the controller is  
2 adapted to update the user profile based on purchasing activities of the user in the facility,  
3 and to present the advertising information on one of the fixed presentation devices in the  
4 facility based on the user profile updated based on purchasing activation of the user in the  
5 facility.

1            46.    (Previously Presented) The article of claim 30, wherein the instructions  
2 when executed cause the system to:  
3                    track activities of the user; and  
4                    update the user profile based on the tracked activities,  
5                    wherein sending the advertising information comprises sending  
6 advertising information of interest to the user based on the updated user profile.

1            47.    (Previously Presented) The article of claim 46, wherein the instructions  
2 when executed cause the system to update the user profile based on purchasing activities  
3 of the user.

1            48.    (Currently Amended) The data signal of claim 39, wherein the instructions  
2 when executed cause the system to collect video images of the user as the user performs  
3 various activities, and to store the collected video images into the video album.

1            49.    (Previously Presented) The data signal of claim 48, wherein tracking the  
2 location of the user comprises tracking the location of the user based on tracking a tag  
3 carried by the user.

1           50.   (New) The method of claim 3, further comprising:  
2                developing the user profile based on activities of the user within a facility  
3   and based on video images of the user collected by video cameras in the facility; and  
4                tailoring the advertising information to be sent to the user based on the  
5   developed user profile,  
6                wherein sending the advertising information comprises sending the  
7   tailored advertising information to one of the fixed presentation devices in the proximity  
8   of the user based on the determined location of the user.

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1           51.   (New) The system of claim 20, wherein the controller is adapted to:  
2                develop the user profile based on activities of the user within a facility and  
3   based on video images of the user collected by video cameras in the facility; and  
4                tailor the advertising information to be sent to the user based on the  
5   developed user profile,  
6                wherein the advertising information sent to present on one of the fixed  
7   presentation devices in the proximity of the user as determined by the location  
8   information includes the tailored advertising information.

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1           52.   (New) The article of claim 30, wherein the instructions when executed  
2   cause the system to:  
3                develop the user profile based on activities of the user within a facility and  
4   based on video images of the user collected by video cameras in the facility; and  
5                tailor the advertising information to be sent to the user based on the  
6   developed user profile,  
7                wherein sending the advertising information comprises sending the  
8   tailored advertising information to one of the fixed presentation devices in the proximity  
9   of the user based on the determined location of the user.